

## FASTER 500 MILE RACE EXPECTED NEXT MAY

Prediction That Average Speed  
of Last Year Will Be Ex-  
ceeded Surely.

### CONDITIONS FOR THIS YEAR

Cars Must Make Tryout Over Longer  
Course, for One Thing, and  
Field Is Limited.

INDIANAPOLIS, Ind., March 30.—Late in 1911 when the 22nd running of the first 500 mile International Sweepstakes at the Indianapolis Motor Speedway was made the motoring world sized up the proposition of giving \$25,000 in prizes and a race of 500 miles in length and after two or three preliminary gasps and a mental note that the promoters of such an event either had more than the ordinary amount of nerve or had overstepped themselves, decided that it might be a pretty good thing to see after all. So it came about that the first 500 mile International Sweepstakes on Decoration Day, May 30, 1911, drew the greatest crowd of motoring fans ever assembled in any one enclosure to witness any sort of an automobile contest.

The question in the mind of the public as to how many manufacturers would dare to attempt a contest of this kind was answered readily when forty-six starters were named for the long race. The other question as to whether or not spectators would be attracted to such an event was answered when about 50,000 people filed through the gates on the day of the race.

The owners of the Speedway, in view of the fact that the first race was successful, decided that a second 500 mile race would be the proper thing.

But the second event had to be different from the first and greater. It seemed almost impossible to improve upon many conditions of the first race, but it finally was decided to increase the purse to \$50,000, giving the winner \$20,000 instead of \$10,000 as last year. Greater speed was demanded, and every car which is entered for the second race shows even better speed possibilities than those which competed in the first. For the second 500 mile race every car which enters must make a full lap of the Speedway track, two and a half miles, at the rate of seventy-five miles; last year this speed was required only for a quarter of a mile straightaway.

Last year forty cars started, but it

was deemed advisable, both from the standpoint of promoting a high speed contest and minimizing the element of danger, to allow only thirty cars to compete in the second race. This means that with thirty cars on the track travelling at the rate of seventy-five miles per hour one car will pass every point in the track on an average of every four seconds. It is believed that a contest of this nature will prove even more interesting than that of last year because the spectators will be able to single out the cars in which they are interested at all times and note the individual performance of the various cars without being subjected to the strain of constant alertness.

Despite the fact that these conditions have been imposed upon the manufacturers, it is certain at the present time that the full field of thirty starters will be entered by May 1. It is estimated by various experts and racing drivers that the speed of this race will be at least one mile an hour faster than that of the last race.

Ray Harroun, who won the last 500 mile race, has been credited with the statement that the speed would not be greater, if at all. The majority, however, take issue with Harroun and seem to believe that the old record will be beaten badly. This seems to be almost certain because of the fact that all of the entrants are anticipating greater speed and are building their cars to meet harder requirements than they did last year.

Before the first 500 mile race the average speed was very indefinite because there had been no previous contest of the same length upon which to base the action of the cars. In the coming race, however, this condition is practically overcome because the contestants have a knowledge of what was done in the first event of the kind. Whether or not they will be benefited by it remains to be seen, but from all reports most of the entries for this second race are cars which are larger and faster than those of last year, and the race prospects are greater than before.

### LEADS IN SHOW TIRES.

Goodyears on Nearly 35 Per Cent. of All  
Cars Exhibited.

Records have been made of the tire equipment of cars exhibited at sixty-four automobile shows in the show season just ended. This is a point in which tire manufacturers are deeply interested and in which, each year, there is keen though friendly rivalry.

At the sixty-four shows, 4,597 cars were shown. The tire equipment of this great army of handsets, new models was divided among twenty-nine makes. Goodyear No-Rim-Cut Tires were the equipment of 2,234 cars, or 48.6 per cent. of all the cars shown. The next hundred and twenty-seven leading manufacturers of American cars have contracted for Goodyear tires in 1912.

Goodyear's nearest competitor in the equipment of show cars had 955 1/2 sets of tires at the sixty-four shows, or 15 per cent. of the whole. The next formidable competitor had 14.6 per cent. with 967 sets.

A significant trend of this year's shows is toward the general use of non-skid types of tires. A large majority of the Goodyear No-Rim-Cut tires on show cars were of the non-skid type.

### AUTOMOBILES.

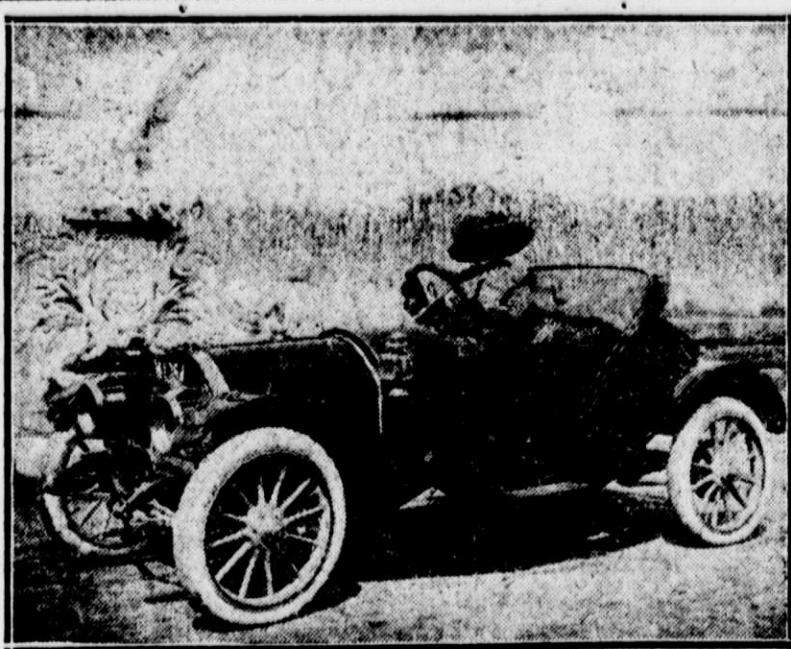


**TOUGHNESS**  
of the Goodrich Tread  
is not a mere claim, but  
a matter of record in the  
hands of tire users.

It is true that treads of  
all good tires are made  
of Para rubber—  
But nature never intend-  
ed Para rubber to possess  
the wearing quality  
which is added to it by  
exclusive Goodrich pro-  
cesses, for

**GOODRICH  
TIRES**

B. F. GOODRICH CO. OF NEW YORK  
1780-82 Broadway



MRS. C. T. SILVER DRIVING HER OVERLAND ROADSTER.

### TRUCK WORK IN COUNTRY.

Strenuous Activity of a Peerless Used by  
Harriman Corporation.

The Peerless Company in this city sold a three-ton truck last August to the Harriman Industrial Corporation. Since that time it has covered 5,216 miles. A letter regarding this truck's performance reads: "When the truck arrived last summer, we had a contract at Goshen, N. Y., which being a rush job demanded constant attention. The truck, which was always loaded to capacity, was making two trips a day, and on two or three different occasions made three trips a day. On these exceptional days the truck carried between ten and eleven tons of lumber and building tile, covering a total of eighty-four miles each day. To accomplish the same amount of work in a day with horses it would have taken six or seven teams, allowing each team a ton and a half, which is all it could stand on a fourteen-mile haul."

"During the life of the contract we had another one at Sterlington, N. Y., about the same distance (14 miles) from Harriman, which required almost as much attention, and in order to meet this demand the truck made a trip a day to each place, enabling us to supply two contracts which were twenty-eight miles apart. "The truck has been running all winter, despite the many snowstorms and consequent muddy roads, the road at present being almost impassable. In view of the extraordinary conditions which a truck must meet in the country we feel that this is a very creditable showing."

### TIRE SHORTAGE PREDICTED.

More Cars, Consequently a Greater De-  
mand for Casings.

"Tire manufacturers can tell right now that there will not be casings enough to meet the demand this season. This condition is brought about not alone by the largely increased number of new automobiles, but also because the old cars need tires too," says J. C. Matlack, the Ajax tire man. "Forecasting the shortage, the leading makers have increased production estimates, but they will be sold out early, in spite of this precaution. "New territory for the automobile dealer is being opened and exploited every day. The tire dealer must of necessity follow closely. Districts formerly untouched by motoring have thus become active producing centers for the tire man. It is an all-time thing to explain the inevitable tire shortage of 1912."

### PACKARD'S HIGH RUN.

First Three Weeks of March a Record  
in Truck Business.

Shipments of Packard trucks for the first three weeks in March exceeded the best previous record for any one month. Spring business is gaining momentum rapidly, with indications favoring the biggest season in the company's history.

### WORK OF ONE UNIVERSAL.

Did Yeoman Service Delivering Spring  
Water.

Among the users of the Universal truck an instance of performance is the following experience of the Berkshire Springs Company, of New York city. This company bought a three-ton truck last August. It has been running since without interruption.

On March 6, at which time there was a snowstorm in this city, and most of the eastern section of the United States with had road conditions everywhere, this truck No. 118 of the Berkshire Springs Company made the following record:

Left depot on the upper East Side at 7:15 A. M. carrying 80 cases of water to Mount Vernon, bringing back 45 empties.

Left depot 11 A. M. carrying 85 cases of water to Eighty-third street, New York city, bringing back 70 empties.

Left depot 12:30 P. M. carrying 65 cases of water to 135th street, New York city, bringing back 42 empties.

Left depot 3 P. M. carrying 80 cases of water and 50 carboys to Third street, bringing back 80 empties.

Left depot at 4:45 P. M. carrying 60 cases and 30 carboys of water to New Rochelle, bringing back 80 empties.

Reaching the depot in New York city at 10 P. M. The cases of water weighed 75 pounds each and the carboys 57 pounds each.

Comparing this performance with work done by their horse drawn trucks, analysis is that fourteen horses could not do the work for the reason that four horses are required for the trip to Mount Vernon, for the reason that four horses are required for the trip to Mount Vernon, also New Rochelle. In both instances that would be all each set of four horses could do that day—giving no consideration for weather and road conditions.

Regarding the deliveries to Eighty-third street, one team could not be back in time for a trip to 135th street, thus another team would be needed and neither of these could return in time, be fed, etc., and then be ready for delivery to Third street, where goods would not be accepted after 4:15 P. M. Thus this truck did the work of fourteen horses, and at a great deal less cost in every way, manner or form.

The fuel consumption covering more than 70 miles was ten gallons of gasoline and two quarts of oil.

### AUTOMOBILES.

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**SIMPLEX**

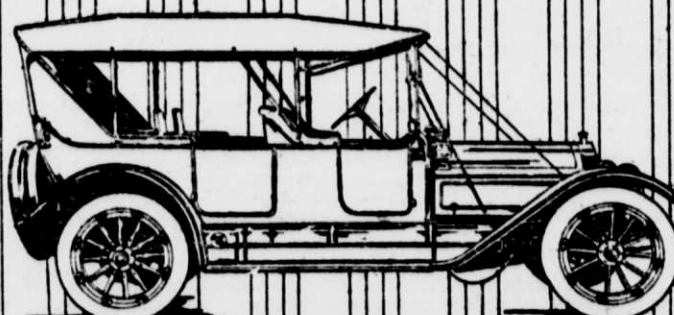
A Car of Long Life

SIMPLEX durability is the result of using only best materials regardless of price. Where great strength is needed we use Krupp steel. Such steel costs almost four times as much as the domestic kind, but it is the only steel which meets Simplex standards. The bodies are of hammered—not cast—aluminum. We make all the nuts and bolts we use for the different chassis. Wheels used in Simplex cars are of second growth Sea Coast Hickory and have twelve heavy spokes front and rear. The worm of the steering gear is of steel—segment of phosphor bronze. Manganese Bronze is used in the housing. After years of hard service a Simplex car shows slight evidences of wear.

**SIMPLEX AUTOMOBILE CO.**  
240 W. 59th St., near Broadway. Phone: 5188 Col.

## Matheson "Silent Six"

Look at the New Matheson Series C Touring Cars and Roadster. Mounted on a tried and proven chassis of remarkable workmanship, you will find a new body with exceptional lines, features, and finish. Such comfort and equipment have never before been embodied in a standard model or included in a catalog price. Everything wanted for a long tour—trunks and all—is carried, out of sight and out of the way; clean, dry, accessible.



Built for Those  
Who Use the Best

Matheson Automobile Company  
Wilkes-Barre, Pennsylvania  
New York City Showrooms  
Broadway at Sixty-second Street

### AUTOMOBILES.

THE  
UNDERSLUNG  
**AMERICAN**

The World's Safest Car

A remarkable  
Improvement in  
Automobile Construction

AMERICAN-MARION SALES CO.  
Broadway at 63rd Street

### AUTOMOBILES.

**Marion**

ALWAYS READY  
ALWAYS ABLE

\$1150 — \$1750

A Stranger to the Repair Shop.

AMERICAN-MARION SALES CO.  
Broadway at 63rd Street.



Consider these facts, Mr. Chauffeur

**YOUR** worth to the man whose car you drive is measured not only by your skill in driving, but by your ability to buy his supplies and maintain his car economically.

Q. Tire expense is the largest single item in the cost of running a car: there is only one way for you to keep your tire bills down to a minimum, and that is by buying Diamond Tires and sticking to them.

Q. There is only one basis on which you should buy tires to use and that is on a Quality and Mileage basis. And buying tires on that basis means buying Diamond Tires.

Q. The most important point about a tire is quality, the type is secondary. Diamond Tires are made in all types, all sizes, and to fit every style of rim. You can get in Diamond Tires any type that you want, and in any Diamond Tire that you choose you will get what no other tire can give you: the Greatest Mileage and the best service that can be built into a tire of that type.

In addition to dependable dealers everywhere, there are FIFTY-FOUR Diamond Service Stations. Diamond Service means more than merely selling tires—it means taking care of Diamond Tire users.

AT YOUR DEALER'S OR

The Diamond Store

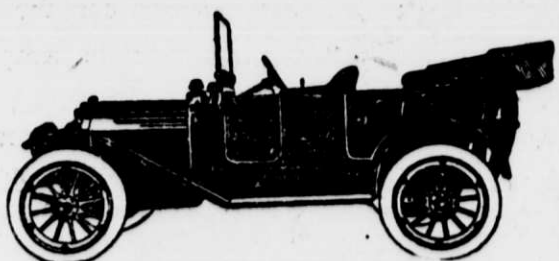
1876 Broadway, N. Y. City

**The Diamond Rubber Company**

AKRON, O.

WE COULD BUILD THEM CHEAPER, BUT WE WON'T  
WE WOULD BUILD THEM BETTER, BUT WE CAN'T

Particularly distinguished  
by its power plant



5 Pass. Four-door Touring Car, \$1,000.

The Family Man's Car  
The Business Man's Car  
The Sportsman's Car  
The Car for Every Man

THE STURDIEST, the most perfectly balanced and proportioned, and the easiest riding motor car in the popular price field.

POWERFUL, speedy, comfortable and durable, affording ample seating and leg room, the Paige is undoubtedly the distinctive motor car value of the season.

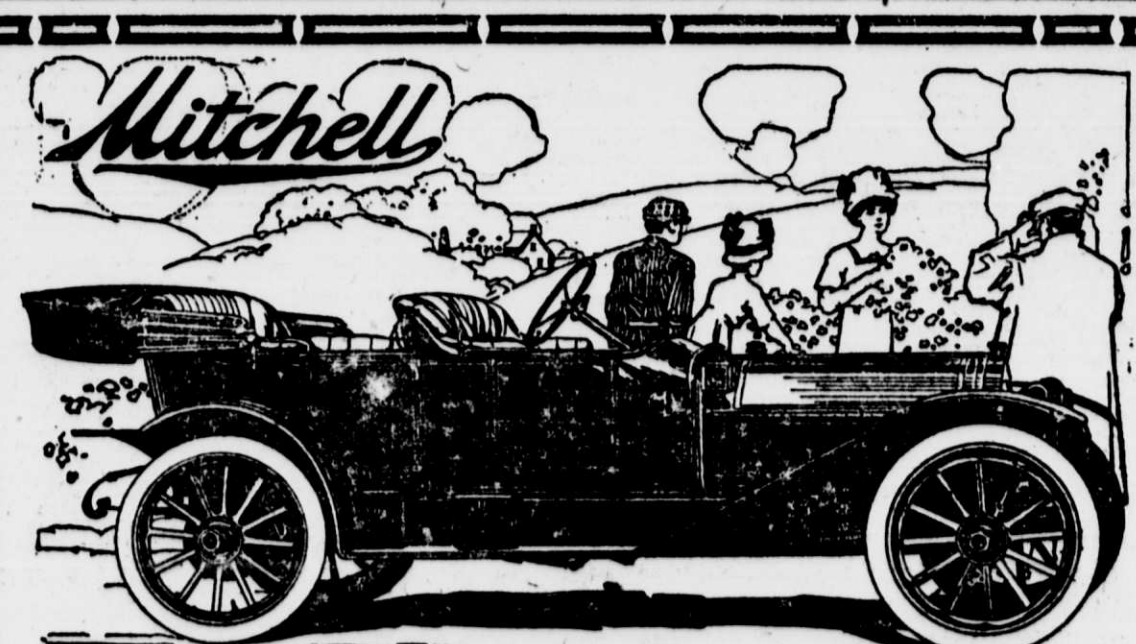
5 Pass. Touring Car - \$1,000  
4 Pass. Touring Car - 975  
Four-door Roadster - 975  
Raceabout - 975

**Empire City Automobile Co.**

1800 Broadway  
New York

1178 Bedford Ave.  
Brooklyn

Amazing power without noise



WHEN you buy an automobile you have a reason for choosing the particular car that you buy. This reason must be one of the following three—your own experience and practical knowledge of mechanical construction and materials—the guidance of a friend whom you trust, or—faith in the ability, experience, business integrity and commercial sense of the maker.

With the Mitchell are the first two of these reasons—your own knowledge and the investigation of a trusted friend—lead you logically straight to the ownership of a Mitchell, and, with the third, there are 77 years of an unequalled record in vehicle manufacture and the assurance that the next 77 years will see the Mitchell vehicles leading in popularity for the same good reasons that have made them leaders in the past.

Mitchell cars are the result of a demand from the experienced public for a car that is built and sold on the business basis of an honest profit to the maker and full value to the user.

Mitchell cars are built for the man who can't afford to make a mistake.

7-passenger Mitchell-six, 6 cylinders, 48 horse-power, wheel base 135 in., tires 36x4 1/2. Price, \$2,250. 5-passenger Mitchell-six, 6 cylinders, 48 horse-power, wheel base 125 in., tires 36x4. Price, \$1,750. 5-passenger Mitchell thirty, 4 cylinders, 35 horse-power, wheel base 115 in., tires 34x4. Price, \$1,350. 4-passenger Mitchell thirty, 4 cylinders, 30 horse-power, wheel base 115 in., tires 32x4. Price, \$1,150. 2-passenger Mitchell Runabout, 4 cylinders, 30 horse-power, wheel base 100 in., tires 32x3 1/2. Price, without top, \$950.

**Mitchell-Lewis Motor Company**

New York Branch

Racine, Wisconsin

Broadway & 61st St.